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Spotlight

ON FOREIGN MARKETING



TO FAS MARKET DEVELOPMENT COOPERATORS AND AGRICULTURAL ATTACHES

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U.S. EXHIBIT AT ANUGA ATTRACTS WIDESPREAD INTEREST

The order books were busy in the special "trade area" of the U.S. food exhibit at the ANUGA International Food Show, Cologne, Germany, September 25, - October 3. Early reports from six of the 56 participating U.S. firms show sales of \$115,000 during the exhibit and the expectation of about \$2 million additional sales during the coming year.

About half of the 10,000 square feet of the U.S. exhibit space at ANUGA was set aside exclusively for trade use. Here in this more or less relaxed atmosphere representatives of U.S. firms had a chance to direct their efforts to the trade and to meet and talk business with their customers.

Considerable attention was directed at developing interest in cooperative "in-store promotions" for U.S. foods. An FAS representative discussed these possibilities with a number of the leading department stores, chain stores, and independent associations of Germany, Holland, and France. A great deal of interest was indicated with the result that several promising "in-



Dr. Heinrich Luebke, President of the Federal Republic of Germany, sampling some Florida orange juice at the opening of the U.S. ANUGA exhibit.

store promotions" are now under consideration.

An estimated 231,700 people saw the ANUGA trade and consumer exhibits. More than half of the crowd, 121,300, were trade visitors. Consumers also attended in large numbers, despite a

public admission fee of \$3 for the first five days of the Show and \$1.50 thereafter.

Assistant Secretary George L. Mehren was among the visitors at the U.S. exhibit. Fifty-six U.S. firms exhibited some 250 products in 64 booth units in the trade area. The Grocery Manufacturers of America, Inc. worked with FAS in planning and operating the trade exhibits. The products exhibited for the general public included fresh, dried and canned fruits; variety meats, poultry and turkey; rice; soybeans; edible beans and peas.

"FALLING RAIN" PROMOTION HELPS UP TOBACCO SALES

A new cooperative market development project between the Thailand Tobacco Monopoly and the U.S. tobacco cooperators appears to have met with almost immediate success. During the visit to Bangkok in August of this year, John D. Palmer, President, Tobacco Associates, entered into an agreement with the Thai Monopoly to assist in the promotion of a new menthol filter-tipped cigarette called "Falling Rain". The new brand contains a high percentage of U.S. leaf.

The initial results of the "Falling Rain" promotion were reported in a recent letter from Sam Work, the U.S. Agricultural Attache in Thailand.

"The program is off to an excellent start. Already demand exceeds supply. Production is at the rate of 2 million pieces weekly but TTM easily could move 2.5 million pieces now. August sales were 5.92 million pieces with September at 6.335."

The market goal for the promotion, as outlined in the marketing plan, was 30 million cigarettes during the first year. On the basis of the report from Sam Work, 40 percent of this goal has already been achieved. With demand running much greater than anticipated, the Thai Monopoly has had to order additional cigarette-making machinery.

The promotion was based on consumer research and includes all available media in Thailand.

BRUSSELS FOOD EXHIBIT

A great variety of American foods are being presented at the Salon de L'Alimentation in Brussels, October 30 - November 14. The list of products includes U.S. canned, frozen, and dried convenience foods, plus poultry, fishery products, fresh fruits, rice, honey, and soybean foods.

As was the case at the ANUGA food show, much of the U.S. exhibit area has been reserved for the use of the European food trade. Here special trade exhibits have been arranged and American food representatives are meeting and talking business with their European customers. On-the-spot orders are being taken for the items on display.

In an adjacent section of the U.S. Pavilion the general public is seeing displays and demonstrations of new foods and new ways of preparing them.

A feature of the pavilion is STEAKHOUSE USA - a restaurant serving gourmet dinners based on U.S. top choice sirloin steaks at moderate cost. Also on the menu are such delicacies as fresh strawberries and iceberg

lettuce flown from California. About 9 tons of choice U.S. corn-fed beef have been shipped to the Brussels exhibit and two Fred Harvey representatives are at the scene supervising the restaurant operation.

A representative of FAS is meeting with officials of chain stores, supermarkets, department stores, and independent store associations to discuss cooperative in-store promotion of U.S. foods.

The U.S. exhibit at the Salon de L'Alimentation is being sponsored by FAS and cooperating trade groups, including the Grocery Manufacturers of America, American Meat Institute, Soybean Council of America, National Honey Packers and Dealers Association, Institute of American Poultry Industries, and the U.S. fruit industry. Fishery products are being displayed

by the Bureau of Commercial Fisheries, Department of Interior, in cooperation with U.S. processors.

MILAN SAMPLES FAIR LEADS TO CATTLE SALE

As a direct result of trade contacts made at the April 14-25, 1965 Milan Samples Fair, team buyers from the Associazione Provinciale di Busica and Milan have purchased 343 Holstein heifers, 7 Holstein bulls, and 10 Hereford bulls from Virginia farms. The State of Virginia Division of Markets, a representative of which attended the Milan Fair, scheduled the team and made special efforts to assure that only good quality cattle were offered for sale. The cattle arrived in good condition at Genoa October 9. Additional sales are expected.



HERE and THERE

Data Processing is now being used to speed and improve fiscal reporting on market development expenditures of FAS funds. What was formerly a semi-annual manual report, issued 4-6 months after the close of the reporting period, is now to be a monthly report issued about a month after the close of the report month. The new system will mean much improved program statistics and will enable FAS/Washington to report much quicker than formerly on cooperator expenditures and activities. Considerable savings in manpower are expected, as well as the eventual elimination of some reports previously requested from cooperators.

Five Japanese Food Agency Officials were in the U.S. last month touring the major wheat producing areas and meeting with grower and Government leaders. Jim Hutchinson, Director, and Paul Sone, Assistant Director, of the Wheat Associates Tokyo office, accompanied the team. Sales of U.S. wheat in Japan are the highest ever. Food Agency purchases of U.S. wheat during the first six months of the current fiscal year were an unprecedented 941,564 metric tons.

Three Eastern European countries, largely as a result of reduced 1965 feed crops, have bought about 350,000 metric tons of U.S. feed grains this year. The cash sales, mostly sorghums, have been made on a Commerce-approved license basis.

The Soybean Council is holding a staff conference of its country directors and technicians in Washington, November 15-19. The program will include a session on program administration and fiscal matters, and working seminars on marketing methods and strategy and export goals for soybeans, soybean products, and vegetable oils. Representatives from FAS will participate in the conference. Following the Washington meeting, the country directors and technicians will visit terminal facilities and soybean processing plants in the Chicago area.

Dairy Society International, at its 19th annual meeting, Montreal, Canada, October 17, re-elected President Don G. Colony and all other officers and Board members for the coming year. Representatives of 13 countries (United States, France, Australia, Japan, Argentina, Brazil, Colombia, Hong Kong, Mexico, Pakistan, England, Portugal, and Sweden) are on the Board of Directors. "Dairy Ambassador" certificates were presented to 21 persons for service "beyond the borders of their own country" in the cause of milk; and in expanding the use of milk and milk products throughout the world.

Richard E. Bell, assistant agricultural attache at Brussels since 1963 and at Ottawa the previous two years, is now the U.S. agricultural attache at Dublin, Ireland.

The Michigan Bean Shippers Association has come out with a quarterly house-organ for its importers and navy bean users in the European market. Entitled "Navy Bean News", and published in a 3-column format of English, German and French, it covers information on production, processing and marketing, and suggestions for the European trade in developing new products and expanding markets for U.S. navy beans. The publication duties and distribution are being handled through an European public relations and marketing research firm. About 5,000 copies are being distributed to the bean trade.

1966 INTERNATIONAL TRADE FAIR/TRADE CENTER SCHEDULE

Because of the intense commercial trade interest generated at special private trade areas within the U.S. Exhibits at international food shows in 1965, the International Trade Fairs Division is expanding the number of 1966 exhibits where display space will be available to commercial U.S. food firms and their overseas agents.

U.S. Exhibits at the following locations (except Verona and Milan) will have private trade areas where commercial firms can display and promote their products in addition to commodity cooperator displays:

London	January 18-27	International Hotel Catering Exhibition
Berlin	Jan. 28-Feb. 6	International Green Week
Verona	March 13-21	International Agricultural and Live-stock Fair
Milan	April 14-25	International Samples Fair
Utrecht	April 25-29	ROKA—International Foods Exhibition
Manchester	May 10-21	Grocers Exhibition—The North's 1966 Food Fair
Copenhagen	June 23-July 3	AIDA—International Association of Food Distribution
Vienna	Sept. 11-18	International Fall Fair
Munich	Sept. 16-25	IKOFA—International Exhibition of Groceries and Fine Foods
Paris	Nov. 13-21	Salon International de l'Alimentation

Local import agents of U.S. products will have displays at the London Hotel Catering Exhibition and the Berlin International Green Week. Fair attendance will be limited to trade only at the ROKA exhibition in Utrecht. Special display areas for promoting brand products will be rented to participating American companies and their overseas agents at the AIDA exhibition in Copenhagen.

U.S. Trade Center and special exhibits for 1966:

Milan	Jan. 19-25	Agricultural Commodities
London	Feb. 22-March 4	American Specialty Foods
Tokyo	March 7-18	U.S. Grain Trade Exhibit & Seminar
Tokyo	Late August	Processed Foods Exhibit
Hong Kong	Early September	Processed Foods Special Promotion*
London	Autumn	(Not programmed yet)

U.S. firms will be offered joint participation at the Tokyo Processed Foods Exhibit.

